

Your privacy is critically important to us.

We have a few fundamental principles:

- We are thoughtful about the personal information we ask you to provide and the personal information that we collect about you through the operation of our sales and services.
- We store personal information for only as long as we have a reason to keep it.
- We aim to make it as simple as possible for you to control what information on our website is shared publicly (or kept private), indexed by search engines, and permanently deleted.
- We help protect you from overreaching government demands for your personal information.
- We aim for full transparency on how we gather, use, and share your personal information.

Below is our privacy policy, which incorporates and clarifies these principles.

Who We Are and What This Policy Covers

We are an independently run PADI Dive Centre based in Tenerife, Canary Islands.

This Privacy Policy applies to information that we collect about you when you use:

- Our websites <https://www.divemaster.es> and <https://www.tenerifedivingacademy.com>
- Our products are available on our site

Throughout this Privacy Policy we'll refer to our website and our products collectively as "Services."

Below we explain how we collect, use, and share information about you, along with the choices that you have with respect to that information.

If you have any questions about this Privacy Policy, please contact us.

Information We Collect

We only collect information about you if we have a reason to do so—for example, to provide our Services, to communicate with you, or to make our Services better.

We collect information only when you provide information to us. Let's go over the information that we collect.

Information You Provide to Us

It's probably no surprise that we collect information that you provide to us. The amount and type of information depends on the context and how we use the information. Here are some examples:

- **Basic Account Information:** We ask for basic information from you in order to provide you with a quotation.
- For example, we require individuals who request a quote to provide a name, email address, current certification level and Country of residence.
- – and that's it. You may provide us with more information, but we don't require that information to create your account.
- **Transaction and Billing Information:** If you buy something from us you will pay via bank transfer. We do not require any card information or bank account information from you.
- **Communications with Us:** You may also provide us information when you have a support question, or you contact us using our contact form.

Information We Collect Automatically

We also collect some information automatically:

- **Log Information:** Like most online service providers, we collect information of the web browsers and servers. Such as the browser type, IP address, language preference, the date and time of access, operating system. We collect log information when you use our Services – for example, when you visit our website, browse the pages or blog.
- **Usage Information:** We collect information about your usage of our Services. For example, we collect information about the actions that site administrators and users perform on a site – in other words, who did what, when and to what thing on a site (e.g., Which page you have visited on our site). We also collect information about what happens when you use our Services (e.g., page views, support document searches, button clicks). We use this information to, for example, provide our Services to you, as well as get insights on how people use our Services, so we can make our Services better.
- **Location Information:** We may determine the approximate location of your device from your IP address. We collect and use this information to, for example, calculate how many people visit our Services from certain geographic regions.
- **Information from Cookies & Other Technologies:** A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Pixel tags (also called web beacons) are small blocks of code placed on websites and e-mails. We use cookies and other technologies like pixel tags to help us identify and track visitors, usage, and access preferences for our Services, as well as track and understand e-mail campaign effectiveness and to deliver targeted ads.

How We Use Information

We use information about you as mentioned above and as follows:

- To provide our Services
- To further develop our Services—for example by adding new features that we think our users will enjoy or will help them to create and manage their websites more efficiently;
- To monitor and analyze trends and better understand how users interact with our Services, which helps us improve our Services and make them easier to use;
- To monitor and protect the security of our Services, detect and prevent fraudulent transactions and other illegal activities, fight spam, and protect our rights and property
- To communicate with you about offers and promotions offered by us and others we think will be of interest to you, solicit your feedback or keep you up to date on our products
- To personalize your experience using our Services, provide content recommendations and serve relevant advertisements.

Sharing Information

How We Share Information

We do not sell our users' private personal information.

We share information about you in the limited circumstances spelled out below and with appropriate safeguards on your privacy:

- **Subsidiaries, Employees, and Independent Contractors:** We may disclose information about you to our employees. We require our employees to follow this Privacy Policy for personal information that we share with them.
- **As Required by Law:** We may disclose information about you in response to a subpoena, court order, or other governmental request.
- **Business Transfers:** In connection with any merger, sale of company assets, or acquisition of all or a portion of our business by another company, or in the unlikely event that we go out of business or enters bankruptcy, user information would likely be one of the assets that is transferred or acquired by a third party. If any of these events were to happen, this Privacy Policy would continue to apply to your information and the party receiving your information may continue to use your information, but only consistent with this Privacy Policy.
- **Aggregated and De-Identified Information:** We may share information that has been aggregated or reasonably de-identified, so that the information could not reasonably be used to identify you. For instance, we may publish aggregate statistics about the use of our Services.
- **Published Support Requests:** And if you send us a request (for example, via a support email or one of our feedback mechanisms), we reserve the right to share that request in order to help us clarify or respond to your request or to help us support other users.

Information Shared Publicly

Information that you choose to make public is—you guessed it—disclosed publicly. That means, of course, that information like your profile, posts, comment, other content that you make public on our website. Public information may also be indexed by search engines or used by third parties. Please keep all of this in mind when deciding what you would like to share.

Security

While no online service is 100% secure, we work very hard to protect information about you against unauthorized access, use, alteration, or destruction, and take reasonable measures to do so.

Choices

You have several choices available when it comes to information about you:

- **Limit the Information that You Provide:** If you have an account with us, you can choose not to provide the optional account information, profile information, and transaction and billing information.
- **Opt-Out of Electronic Communications:** You may opt out of receiving promotional messages from us. Just follow the instructions in those messages. If you opt out of promotional messages, we may still send you other messages, like those about your account and legal notices.
- **Set Your Browser to Reject Cookies:** You can usually choose to set your browser to remove or reject browser cookies before using our websites, with the drawback that certain features of our websites may not function properly without the aid of cookies.

Other Things You Should Know

Transferring Information

We offer our services worldwide. By accessing or using the Services or otherwise providing information to us, you consent to the processing, transfer, and storage of information in and across India, and other countries, which may have rights and protections that are different from those in your home country.

Third Party Software

If you'd like to use third party software like plugins with our Services, please keep in mind that when you interact with them you may provide information about yourself to those third parties. We don't own or control these third parties and they have their own rules about collection, use and sharing of information. You should review their rules and policies when installing and using third party software.

Accessing Your Personal Information

You have a right to access your personal information, subject to exceptions allowed by law. If you would like to do so, please let us know. You may be required to put your request in writing for security reasons.

Contacting us

We welcome your comments regarding this Privacy Policy. If you have any questions about this Privacy Policy and would like further information, please contact us during business hours Monday to Friday.

Privacy Policy Changes

Although most changes are likely to be minor, we may change our Privacy Policy from time to time. We encourage visitors to frequently check this page for any changes to its Privacy Policy. If we make changes, we will notify you by additional notice (such as adding a statement to our homepage or sending you a notification through e-mail). Your continued use of the Services after any change in this Privacy Policy will constitute your consent to such change.